

Claim Amendments

Please cancel claims 2, 3, and 7 and amend claim 12 as follows:

1. (previously amended) A device for electronically pricing product above a shelf comprising:

a bus,

said bus including a rearward panel, a forward panel, a spacing between portions of said rearward and said forward panels forming a cavity therebetween and having a plurality of contact strips extending between said rearward panel and said forward panel,

said bus having a downwardly directed opening communicating with said cavity,

said bus attachable to said shelf,

a price display unit having a forward panel for electronically displaying a product price,

said price display unit including an upwardly directed rearward member joined to a bottom of said forward panel,

said rearward member removably receivable into said downwardly directed opening for removably attaching said price display unit to said bus,

said rearward member having contacts for making electric connection to said contact strips,

a control unit for storing pricing information, and

said control unit electrically connected to said contact strips of said bus wherein said price display unit receives electric power and a display signal from said control unit through said contact strips of said bus.

2. (canceled)

3. (canceled)

4. (previously canceled)

5. (previously amended) The device of claim 1 and further comprising:
said price display unit having a receiver for receiving an electromagnetic communication,

a product identification number printed in an electronically readable code on each of said plurality of products on said shelf wherein said product identification number identifies said product,

a handheld programming unit including a transmitter and a scanner for reading said electronic codes wherein said scanner will read said product identification number for one of said products and said transmitter will transmit said product identification number for said one of said products to one of said price display units wherein said one of said price display units will portray pricing information for said one of said products.

6. (previously amended) The device of claim 1 and further comprising a serrated surface on said bus and an engagement surface on said pricing unit to lock said price display unit against sliding movement along said bus.

7. (canceled)

8. (previously amended) The device of claim 1 and further comprising:
a product identification number printed in an electronically readable code on said products on said shelf,
an electronic identification code printed on said price display unit,
a handheld programming unit including a transmitter and scanner for reading said electronic codes wherein said programming unit can read said product identification number for one of said products and read said identification code for said price display unit and transmit said codes to said control station, and
means for linking said codes wherein said control station will transmit pricing information for said one of said products to said control station to be displayed on said price display units.

9. (previously amended) The device of claim 7 and further comprising:
a product identification number printed in an electronically readable code on each of said products on said shelf,
each said price display unit including a detector for detecting an electronic signal, and said control unit including a transmitter for transmitting information to said control station,
a handheld programming unit having a scanner for reading said electronically readable code on said products and a transmitter for transmitting an electric signal to said detector on one of said price display units wherein said scanner can record said product identification number for one of said products and transmit said product identification number to one of said display units such that said product identification number and said unit identifier for said one of said price display units will be transmitted to said control unit, and
means for linking said stock number and said unit identifiers wherein pricing information for said one of said products is displayed on said one of said product display units.

10. (previously added) The device of claim 1 and further comprising
said rearward member including a means for preventing the manual removal of said display unit from said bus, and
a tool having an end formed solely for engaging said price display unit and for releasing said rearward member from said bus wherein said price display unit cannot be removed from said bus without said tool.

11. (previously added) The device of claim 10 wherein
said tool has at least one elongate rod,
said price display unit has a hole therein sized to receive said at least one
elongate rod, and
said hole positioned to direct said at least one elongate rod toward a portion
of said rearward member wherein said at least one elongate rod will release said
price display unit from said base.

12. (currently amended) The device of claim 1 ~~claim 2~~ and further comprising
each of said price display units having a rearward member for attaching said
display unit to said bus,
said rearward member preventing the manual removal of said price display
unit from said bus, and
a tool having an end formed solely for engaging said price display unit and for
releasing said price display unit from said bus wherein said price display unit cannot
be removed from said bus without said tool.

13. (previously added) The device of claim 12 wherein
said tool has at least one elongate rod,
said price display unit has a hole therein sized to receive said at least one
elongate rod, and
said hole positioned to direct said at least one elongate rod toward said
rearward member wherein said at least one elongate rod will release said price
display unit from said base.